

WHAT WE CLAIM IS:

1. A method for generating applications from candidates interested in attending an educational institution comprising the steps of:

- (a) accessing a candidate database containing personal information; Col. 130, lines 3-7  
Col. 141, lines 18-65
- (b) profiling the candidates according to criteria established by the educational institution; Col. 142, lines 1-8
- (c) segmenting the profiled candidates into a target group; Col. 142, lines 1-8, lines 45-49
- (d) providing a web site containing links to a survey and to the partial application; Col. 141, lines 1-65
- (e) assigning a unique access number ("PIN") to each candidate in the target group; Col. 141, lines 1-58
- (f) electronically mailing each candidate in the target group the assigned PIN and an invitation to use the PIN to access the web site; Col. 157, line 35 - Col. 158 line 37, lines 33-61
- (g) providing each candidate with electronic access to a partial application; Col. 142, lines 26-44
- (h) for each candidate who electronically accesses a partial application, customizing the partial application with personal information from the database; Col. 146, lines 35-48, Col. 155 lines 25-Col. 156 line 46
- (i) compiling the partial applications which have been electronically completed; and Col. 157 lines 62-Col. 158 line 27
- (j) transmitting the partial applications to the educational institution. Col. 156, lines 55-62, Col. 157 lines 2-35, 15

The method of Claim 1 including the step of providing a personalized acknowledgement of each partial application received.

3. The method of Claim 2 including the step of updating the database with information from the partial application.

4. The method of Claim 3 including the steps of inviting each candidate to submit a full application; and

providing electronic access through use of the PIN to a full application customized with personal information from the updated database.

5. The method of Claim 4 including the step of offering each candidate invited to submit a complete application an incentive to submit the full application.

6. The method of Claim 5 wherein the incentive is selected using criteria established by the educational institution for the target group.

7. A method for generating electronic applications from candidates who respond to a web based survey consisting of the following steps:

(a) accessing a database containing information related to candidates who have expressed an interest in attending an educational institution;

(b) assigning a unique access number ("PIN") to each candidate;

(c) electronically mailing each candidate a personalized communication that contains the assigned PIN and invites the candidate to use the assigned PIN to access access a web based survey;

(d) updating the database with information from the web based survey;

(e) providing each candidate who indicates a continuing interest in the educational institution with the opportunity to access a partial application form customized with information from the updated database; and

(f) acknowledging completion of the partial application and providing an opportunity to electronically access and complete a full application.

8. The method of Claim 7 including the additional steps of compiling and forwarding partial applications to the educational institution.

9. A method of generating applications for admission to an educational institution from candidates identified in a database comprising the steps of electronically providing candidates with a partial application personalized with information from the database and the opportunity for the electronic submission of the completed partial application.

10. A method of generating applications for admission to an educational institution from candidates who have electronically submitted a partial application comprising the steps of electronically acknowledging receipt of the partial application and providing the candidate with the opportunity to electronically complete and to electronically submit a full application.

11. A method of evaluating the process of soliciting applications from candidates for admission to an educational institution comprising the steps of comparing the number of candidates invited to participate in a web site survey with the number of candidates from whom a partial application is received and with the number of candidates from whom a full application is received.

FOIA b 7 - DEX 966